

Press release

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IAA MOBILITY 2025: Munich Hosts the Future of Mobility; Focus on Experience, Dialogue and Innovation

Bigger and more experience-driven than before — programming for mobility enthusiasts, families, and students — record interest in test drives and experiences — Festival of Lights Munich to debut

Berlin/Munich, August 28, 2025

In its third edition in Munich, IAA MOBILITY 2025 is larger, more international, and more experience-oriented than ever. The world's largest mobility platform continues to attract more visitors, exhibitors, and partners, bringing together a wide array of transportation modes and providers of mobility. More than 55 percent of exhibitors are from outside Germany — a new record for IAA MOBILITY.

IAA MOBILITY 2025 will take place from September 9–14, 2025. Exhibitors will showcase innovations and demonstrate what the future of mobility can — and will — look like. This year, Bavaria's state capital will also host the largest, most experience-driven Open Space of all times.

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VDA Managing Director Jürgen Mindel emphasizes: “Here in Munich we’re presenting world premieres and impressive innovations that show what we’re capable of. I’m looking forward to our industry sending a confident signal of strength and future focus. And that we once again demonstrate what we can achieve with this momentum, our significant investments, our passion, and our collective effort. IAA MOBILITY is the global flagship of our industry — an industry whose work creates growth, prosperity, and jobs in Germany and around the world.”

Program highlights & what’s new — OPEN SPACE

Experience sustainable mobility — record demand for test drives

A key to success is that exhibitors prioritize experiences and dialogue over traditional show-and-tell displays.

Best of all: admission is free and open to everyone. Visitors can not only see electric cars, e-bikes, and electrified motorcycles, they can try them on the spot.

And this continues to be very successful. The range of test drives on offer this year is particularly impressive: a total of 231 vehicles are registered — an increase of 27 percent. The 204 starting slots at the Open Space were booked immediately. An additional 15 start slots were added at the Königsplatz, which were promptly booked by BYD. Brands such as Audi, BYD, Ford, Hyundai, KIA, Mercedes-Benz, Porsche, Togg, and VW are making their latest models available to test drive.

Under the IAA Experience banner, 15 exhibitors will also demonstrate what autonomous driving feels like with 25 vehicles. Various systems can enhance both safety and comfort. As autonomous driving is regarded as a key technology of the future, a test drive offers an early sense of what it will be like for drivers and passengers.

“The IAA Open Space is far more than an exhibition—it’s a true hands-on venue where people meet as equals, try things out, engage in conversation, and help shape mobility together,” says VDA Managing Director Jürgen Mindel.

“As Messe München, we’re delighted to co-host IAA MOBILITY in partnership with the VDA. As an event, IAA MOBILITY and its concept are unique worldwide,” says Christian Vorländer, Division Manager Mobility at Messe München.

Festival of Lights debuts in Munich

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During IAA MOBILITY, Munich Festival of Lights will make its debut. From September 9 to 13, from 8:00 to 11:00 p.m. landmarks such as the Bavarian State Library, the Old Town Hall, and the Munich Residenz will glow with spectacular light-art installations every night. The production comes from the creators of Festival of Lights Berlin, one of the world's best-known and most elaborate light-art festivals. With partners like LEGO, visitors will experience a spectacle of light, art, and music.

Open Space hours have been adjusted for 2025: daily 11:00 a.m. to 9:00 p.m. On Sunday, September 14, hours are 10:00 a.m. to 5:00 p.m. Exhibitor evening events in the Open Space will run until 11:00 p.m. at the latest.

In this context, Vorländer adds: "IAA MOBILITY also delivers tangible value to Munich and the region. In 2023, nearly half a million people generated around €160 million in additional purchasing power. We again expect regional value creation in the hundreds of millions of euros—a win for the city, the region, and its people."

Festival stage at the Siegestor

Also new is the Siegestor Stage, featuring a diverse lineup of performers. With Munich's most-listened-to radio station Gong 96.3 as a partner, well-known hosts Natalie Diehl, Felix Meindorfer, and Chris Peisker will emcee throughout the week. Alongside up-and-coming artists such as Alice Viola, BLYTE, and Cellz, a special highlight will be the performance by the winners of the major Gong 96.3 Band Contest — Munich's best emerging musicians will get a unique chance to perform on the big stage before a wide audience.

A festival for everyone — community, family, and culture

The closing weekend will feature three main stages: Friday is **IAA Career Day**, dedicated to careers and training in the mobility industry. Topics such as female empowerment will be in the spotlight before the day ends with a networking event accompanied by a DJ.

Saturday is **IAA Young Generation & Sports Day**, sponsored by Allianz, crowned by a pre-Oktoberfest party with DEAFACIT.

Sunday is **IAA Kids Day**, also sponsored by Allianz, and dedicated to the youngest visitors. Under the themes of discovery, traffic education, and inclusion, stars such as Clarissa Corrêa da Silva, known from "Wissen macht Ah!", as well as Annalena and Chantal from the DONIKKL Crew will entertain the young audience.

Also for families and kids: the **Family Trail powered by VW**. An interactive experience for families with children. Along a fun route, visitors encounter varied stations featuring play, movement, sustainable mobility, and hands-on tech. The Family Trail runs in stages through the Open Space from September 9 to 14. Stations are marked with the LIAA symbol — LIAA is the IAA mascot. A map of all stations is available on the [website](#).

Cycling enthusiasts can try out models in the English Garden

The Cycling area moves to a more prominent location on northern Ludwigstrasse, connecting directly to the test track in the English Garden. It's complemented by its own course on Ludwigstrasse to try bikes in real-world street scenarios, such as curbs and ramps.

Exchange and constructive debate as a key element

At the IAA Citizens Lab on Marienplatz, citizens once again discuss issues on an equal footing with experts, company representatives, and politicians. Among other things, they address important questions of our time, such as “What is slowing down the expansion of bike paths—and how can we move it forward?” and “Electric mobility: Why there is no way around it and where we stand today with the transformation of the mobility sector.”

Mobility is a team effort — partnership with Deutsche Bahn

IAA MOBILITY and Zukunft Nahverkehr (ZNV) — a Deutsche Bahn initiative for expanding public transit — have deepened their partnership. After first collaborating in 2023, DB will take part in Munich with a major experience area on the Königsplatz. The focus: door-to-door journeys using rental bikes, digital solutions, or car sharing. A Munich first for residents: the Free State of Bavaria and DB will present a walk-in prototype of the future Munich XXL S-Bahn at 1:1 scale at the Königsplatz stand. The S-Bahn car is slated to enter service from late 2028.

Program highlights & what's new — IAA SUMMIT

IAA Summit: the international meeting place for mobility decision-makers

Leading companies have tripled their stand space compared to 2023, underscoring their significant investment in the IAA MOBILITY platform and the Munich location.

Thematic focal points range from autonomous driving and the circular economy to charging infrastructure, software-defined vehicles, and urban mobility. Against the backdrop of current economic and geopolitical challenges, this close alignment of industry, politics, and business is more crucial than ever. Exhibitor diversity is vast, featuring names such as AWS, Bosch, CATL, Continental, Google, Mobileye, Samsung, and ZF—the who’s who of the global tech and mobility ecosystem.

The IAA Summit also includes the IAA Conference, with 200+ sessions across five stages and more than 500 international speakers delivering talks and panels that address pivotal questions about the future. It is the global stage that drives knowledge and experience sharing between industry, research, and society.

The list of confirmed speakers reads like a “best of” in global mobility: from automaker CEOs such as Florian Huettl (Opel), Ola Källenius (Mercedes-Benz), Michael Lohscheller (Polestar), and Oliver Zipse (BMW) to top executives from suppliers including Dr. Stefan Hartung (Bosch) and Dr. Holger Klein (ZF), and tech visionaries from AWS, Google, Infineon, Qualcomm, and SAP.

The program is shaped by leading organizations and institutions worldwide. Partners such as 3M, Accenture, AWS, Boston Consulting Group, Capgemini, IBM, MIT Mobility Initiative, PwC, SAP, the University of St. Gallen, and the World Economic Forum are curating full stage formats or sharing their expertise.

IAA MOBILITY is also spotlighting socially relevant themes, including a Cycling & Micromobility Afternoon and a Female Leadership Afternoon in cooperation with Automobilwoche and the Women Automotive Network. Targeted domains such as fleet management and the circular economy will also be in focus.

For all info and updates: IAA MOBILITY app

All visitors are encouraged to download the official IAA MOBILITY app, which includes all key event information and updates:

<https://www.iaa-mobility.com/en/visitors/plan-your-visit/iaa-mobility-app>.